



than July 31, 2021.

[Read the Statement from the Census Bureau](#)

[See the Census Operation Adjustments Due to COVID-19](#)

- Update Leave in Contra Costa County is now complete
- Group Quarters in-person interviews are on hold and group quarters are encouraged to provide data electronically
- Service Based Enumeration and enumerating those living outdoors will now be done between September 22 – September 24.
- Partnership Specialists are still working and can provide partners with collateral as needed.

### **State (California Complete Count)**

- State micro-media is being implemented, with a focus on digital and essential services locations
- Working closely with regions and state partners to pivot to COVID-19 appropriate outreach
- Sent state NRFU plan and deciding on what to do with NRFU funding

### **Region 3 Updates (United Way Bay Area)**

- Social media campaign
  - Join the #WeHellaCount movement
  - Record a ~25 second selfie-video and share what the Census means to you, hashtag #WeHellaCount and tag @UWBayArea
- Developed a New Social Media Toolkit and Graphics

### **Local Updates (Contra Costa County and Partners)**

- Developing COVID-19 Outreach Approach
  - Phone Banking with grantees, ambassadors, and other interested parties
  - Postcards - especially to low SRR census tracts, renters
  - Focus on targeted digital media buys (low response rate, languages, etc.)
  - Food and material distribution
  - Census Caravans
    - Richmond, San Pablo, Oakley, and Brentwood have held census caravans
    - Ones are being planned in far east county (Bethel Island/Byron), Concord, Pittsburg, and Antioch
- Grants
  - Continuing to work with grantee to adjust outreach for shelter in place, including Phase 2 grantees that have submitted applications prior to shelter in place.
  - Monitoring remaining grant funds to determine highest and best use given shelter in place. \$20,000 left in Phase II Funding
- Updated COVID-19 Outreach Toolkit
  - New translated social media toolkit
  - July content calendar

4. REVIEW financial update for the Complete Count Steering Committee and DISCUSS and CONSIDER recommendations for redistribution of funding.

*The subcommittee discussed additional funding of \$47,000 in Non-response Follow Up (NRFU) funding to Contra Costa County from the state and whether to have the county receive it or allow United Way Bay Area to receive the funds and work with them to spend it as Steering Committee and staff would like. Finance Committee asked to discuss further with entire Steering Committee.*

*Finance subcommittee also discussed budget reallocations based on staff recommendations.*

- *Motion to recommend staff budget reallocation to Steering Committee: Samuel Houston*
- *Second: Aparna*
- *Ayes: all*

5. DISCUSS and REVIEW upcoming meetings and schedule future meetings.

*Staff will send out suggested dates for next meeting.*

**6. ADJOURN**

*Meeting adjourned at 1:58 pm.*

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*The 2020 Census Finance Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Mark Goodwin at (925) 252-4500 at least 72 hours before the meeting.*

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*Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Subcommittee less than 96 hours prior to that meeting are available for public inspection at the County Administration Building, 651 Pine St., Martinez, CA, during normal business hours.*

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